

## **BAB V**

### **KESIMPULAN DAN IMPLIKASI MANAJERIAL**

Penelitian ini bertujuan untuk meneliti bagaimana berbagai derajat pengetahuan konsumen berpengaruh terhadap penggunaan *country of origin* ketika konsumen melakukan proses evaluasi pada merek. Dewasa ini banyak ditemui merek-merek asing dari berbagai negara. Berbagai tingkatan dan dimensi pengetahuan konsumen berpengaruh terhadap seberapa besar petunjuk *country of origin* sebagai pertimbangan dalam evaluasi merek. Berdasarkan uraian dari bab 1 hingga bab 4, maka terdapat kesimpulan, implikasi manajerial, serta saran bagi penelitian selanjutnya dari penelitian yang telah dilakukan ini.

#### **5.1. Kesimpulan**

Berdasarkan hasil penelitian dan analisis yang telah dilakukan secara menyeluruh, maka dapat diambil kesimpulan sebagai berikut :

1. Ketika konsumen hanya memiliki petunjuk tentang nama merek yang tidak familiar, dan hanya nama negara dengan citra lemah (bukan negara maju) yang tersedia, konsumen akan benar-benar mengandalkan petunjuk *country of origin* sebagai acuan dalam pengambilan keputusan.
2. Pada umumnya konsumen produk komputer pribadi di Indonesia termasuk dalam kelompok yang kurang mendapat edukasi produk, tentang berbagai atribut yang melekat pada suatu merek produk.

3. Pada pasar komputer pribadi, negara yang memiliki citra yang paling baik adalah U.S.A. Dan merek yang memiliki citra yang paling baik adalah Toshiba dari Jepang.
4. Petunjuk *country of origin* akan lebih kuat digunakan pada proses evaluasi merek yang dilakukan oleh konsumen yang belum pernah mencoba merek tersebut.
5. Kelompok responden dengan derajat pemahaman atau pengetahuan yang rendah terhadap suatu merek akan secara kuat menggunakan petunjuk *country of origin* dalam proses evaluasi merek.

## 5.2. Implikasi Manajerial

Implikasi manajerial dari pembahasan penelitian tentang pengaruh berbagai derajat pengetahuan konsumen dalam penggunaan *country of origin* pada proses evaluasi pada merek ini diharapkan dapat bermanfaat bagi pihak-pihak yang berkepentingan, terutama bagi pemasar atau distributor produk komputer pribadi dari negara asing. Implikasi manajerial dalam penelitian ini adalah sebagai berikut :

1. Negara produsen beserta industri komputer pribadinya perlu meningkatkan citra positif pada produk-produk yang dihasilkan. Pemahaman dan pengetahuan tentang negara-negara produsen akan mempengaruhi persepsi konsumen pada produk dan merek. Sehingga upaya untuk meningkatkan citra sebagai negara dengan teknologi yang maju akan berdampak pada produk-produk dari negara yang bersangkutan memiliki citra teknologi

yang tinggi pula, dan pada akhirnya diapresiasi dengan baik oleh konsumen melalui keputusan pembelian.

2. Pemasar sebaiknya melakukan edukasi merek secara intensif terhadap produk dari negara berkembang dengan citra yang kurang kuat kepada konsumen dan calon konsumen, agar tidak terjadi persepsi yang salah terhadap merek yang sebenarnya memiliki keunggulan.
3. Pemasar perlu menekankan pada kata “made in” suatu merek dari negara maju. Ketika informasi tentang suatu merek kurang tersedia, konsumen akan menggunakan petunjuk *country of origin* sebagai dasar pengambilan keputusan.

### **5.3. SARAN BAGI PENELITIAN SELANJUTNYA**

Saran bagi penelitian selanjutnya terhadap pengaruh variasi warna :

1. Subjek dari penelitian selanjutnya sebaiknya tidak hanya mahasiswa tetapi juga konsumen dewasa (konsumen yang sudah bekerja). Karena pendapatan yang diterima juga akan berpengaruh pada keputusan pembelian produk komputer pribadi.
2. Untuk penelitian yang lebih baik tentang berbagai derajat pengetahuan konsumen pada penggunaan *country of origin*, dapat digunakan produk dengan merek dan negara asal merek yang lebih variatif atau lebih banyak. Ada baiknya penelitian tentang penggunaan *country of origin* menganalisis lebih dalam merek dari negara maju dan negara kurang maju (berkembang).

3. Untuk penelitian selanjutnya sebaiknya tidak hanya terbatas pada dimensi pengetahuan konsumen saja, tetapi keyakinan pada nilai-nilai tertentu juga perlu diperhatikan. Sehingga dapat diketahui seberapa besar penggunaan petunjuk *country of origin* pada berbagai tingkatan nilai yang dipercaya. Untuk itu lingkup penelitian dapat diperluas agar dapat mencakup berbagai nilai yang berkembang di masyarakat.

## Daftar Pustaka

- Aaker, D.A. (1991). *Managing Brand Equity*. The Free Press, New York, NY.
- Al-Hindawe, Jayne. (1997). "Considerations When Constructing A Semantic Differential Scale". *Journal of Psychology*, Vol. 1 No. 1, pp. 51-71.
- Amin, Muslim, dan Zaidi Isa. (2008). "An Examination of The Relationship Between Service Quality Perception and Customer Satisfaction: A SEM Approach Towards Malaysian Islamic Banking". *International Journal of Islamic and Middle Eastern Finance and Management*, Vol. 1 No. 3, pp. 191-209.
- Amine, L.S., Chao, M., dan Arnold, M. (2005). "Exploring The Practical Effects of Country of Origin, Anomosity, and Price-Quality Issues: Two Case Studies of Taiwan and Acer in China". *Journal of International Marketing*, Vol. 13 No. 2, pp. 114-50.
- Chattalas, M., Kramer, T., dan Takada, H. (2007). "The Impact of National Stereotypes on The Country of Origin Effect: A Conceptual Framwork". *International Marketing Review*, Vol. 25 No. 1, pp. 54-74.
- Cordell, V.V. (1997). "Consumer Knowledge Measures as Predictors in Product Evaluation". *Psychology and Marketing*, Vol. 14 No. 3, pp. 241-60.
- Gurhan-Canli, Z., dan Maheswaran, D. (2000). "Determinants of Country-of-Origin Evaluations". *Journal of Consumer Research*, Vol. 27, pp. 96-108.

Hamin, dan Greg Elliot. (2006). "A Less-Developed Country Perspective of Consumer Ethnocentrism and "Country of Origin" Effects: Indonesian Evidence". *Asia Pacific Journal of Marketing and Logistics*, Vol. 18 No. 2, pp. 79-92.

Han, M. (1989). "Country Image: Halo or Summary Construct?". *Journal of Marketing Research*, Vol. 25, pp. 222-9.

Han, M., dan Terpstra, V. (1988). "Country-of-Origin Effects for Uni-National and Bi-National Products". *Journal of International Business Studies*, Vol. 19, pp. 235-55.

Hui, M., dan Zhou, L. (2003). "Country-of-Manufacture Effects for Known Brands". *European Journal of Marketing*, Vol. 37 No. 1/2, pp. 133-53.

<http://jief.biz/database/arsip/November2005>, 21 November 2008

[http://wahyublocknote.blogspot.com/2005\\_11\\_01\\_archive.html](http://wahyublocknote.blogspot.com/2005_11_01_archive.html), 21 November 2008

<http://www.acer-group.com/public/>, 11 Desember 2008

<http://www.advandigital.com/compro.php>, 11 Desember 2008

<http://www.asahi-kasei.co.jp/asahi/en/index.html>, 11 Desember 2008

<http://www.asahi-kasei.co.jp/asahi/en/index.html>, 11 Desember 2008

<http://www.hp.com/hpinfo/index.html>, 11 Desember 2008

<http://www.jmicron.com/Company1.htm>, 11 Desember 2008

<http://www.procurve.com/index.htm>, 11 Desember 2008

[http://www.toshiba.com/tai/about\\_us/about\\_ov.jsp](http://www.toshiba.com/tai/about_us/about_ov.jsp), 11 Desember 2008

[http://www.wikipedia.org/country\\_of\\_origin.htm](http://www.wikipedia.org/country_of_origin.htm), 14 November 2008

[http://www.wikipedia.org/personal\\_computer.htm](http://www.wikipedia.org/personal_computer.htm), 14 November 2008

Jogiyanto, H.M. (2004). *Metodologi Penelitian Bisnis: Salah Kaprah dan Pengalaman-Pengalaman*. BPFE: Yogyakarta.

Kaynak, E., dan Cavusgil, S. (1983). "Consumer Attitude Towards Products of Foreign Origin: Do They Vary Across Product Classes?". *International Journal of Advertising*, Vol. 2 No. 2, pp. 147-57.

Kotler, Philip. (2003). *Sepuluh Dosa Pemasaran Mematikan: Sinyal dan Solusi*. Penerbit Erlangga: Jakarta.

Kuncoro, Mudrajad. (2003). *Metode Riset Untuk Bisnis & Ekonomi*. Penerbit Erlangga: Jakarta.

Laroche, M., Papadopoulos, N., Heslop, L., dan Murali, M. (2005). "The Influence of Country Image Structure on Consumer Evaluations of Foreign Products". *International Marketing Review*, Vol. 22 No. 1, pp. 96-115.

Leonidou, Leonidas C., Dayananda Palihawadana, dan Michael A. Talias. (2006). "British Consumers' Evaluations of US Versus Chinese Goods: A Multi-Level and Multi-Cue Comparison". *European Journal of Marketing*. Vol. 41 No. 7/8, pp. 786-820.

LeClerc, F., Schmitt, B., dan Dube, L. (1994). "Foreign Branding and Its Effects on Product Perceptions and Attitudes". *Journal of Marketing Research*, Vol. 31 No. 2, pp. 263-70.

Muhidin, Sambas Ali, dan Maman Abdurahman. (2007). *Analisis Korelasi, Regresi, dan Jalur dalam Penelitian (Dilengkapi Aplikasi Program SPSS)*. Penerbit Pustaka Setia: Bandung.

Nasution, S. (2004). *Metode Research*. Bumi Aksara: Jakarta.

Neal, C., Quester P., dan Del Hawkins. (2000). *Consumer Behaviour: Implications for Marketing Strategy*. 2<sup>nd</sup> Ed. The McGraww-Hill Companies, Inc.

Orth, Ulrich R., Wolf, Marianne M., Dodd, Tim H., (2005). “Dimensions of Wine Region Equity and Their Impact on Consumer Preferences”. *Journal of Product & Brand Management*, Vol. 14 No. 2, pp. 88-97.

Osgood., C.E., G.J. Suci, dan P.H Tannenbaum. (1957). *The Measurement of Meaning*. University of Illinois Press, Urbana.

Pappu, R., Quester, P.G., dan Cooksey, R.W. (2007). “Country Image and Consumer-Based Brand Equity: Relationships and Implications for International Marketing”. *Journal of International Business Studies*, Vol. 38, pp. 726-745.

Peter, J. Paul, dan Jerry C. Olson. (2000). *Perilaku Konsumen dan Strategi Pemasaran*. Edisi 4. Penerbit Erlangga : Jakarta.

Phau, Ian, dan Vasinee Suntornnond. (2006). “Dimensions of Consumer Knowledge and Its Impacts on Country of Origin Effects Among Australian Consumers: A Case of Fast-Consuming Product”. *Journal of Consumer Marketing*, Vol. 23 No. 1, pp. 34-42.



- Rahman, Syed H. (2001). "Effect of Country of Origin: a Study of Bangladeshi Consumers". *Academy for Studies in International Business*, Vol. 1 No. 1.
- Roth, M.S., dan Romeo, J.B. (1992). "Matching Product Category and Country Image Perceptions: A Framework for Managing Country-of-Origin Effects". *Journal of International Business Studies*, Vol. 23 No. 3, pp. 477-97.
- Salvador, Carmen, Enrique Rebollosa, Baltasar Fernandez-Ramirez, dan Maria del Pilar Canton. (2006). "Service Price Components and Their Relationship With Customer Satisfaction". *Journal of Revenue and Pricing Management*, Vol. 6 No. 1, pp. 40–50.
- Santoso, Singgih. (2008). *Panduan Lengkap Menguasai SPSS 16*. Penerbit PT Elex Media Komputindo: Jakarta.
- Schaefer, A. (1997). "Consumer Knowledge and Country of Origin Effects". *European Journal Of Marketing*, Vol. 31 No. 1, pp. 56-72.
- Schiffman Leon G., dan Kanuk Leslie Lazar. (2006). *Consumer Behaviour*. 9<sup>th</sup> Ed. Prentice Hall.
- Sekaran, U. (2000). *Research Methods for Business: A Skill Building Approach*. 3<sup>rd</sup> ed. John Wiley & Sons, Inc.
- Spillan, John E., Orsay Kucukemiroglu, dan Talha Harcar. (2007). "Consumer Perceptions of Foreign Products: An Analysis of Product-Country Images and Ethnocentrism in Guatemala". *The Business Review, Cambridge*, Vol. 8, pp. 283-289.

Srinivasan, N., Jain, S., dan Sikand, K. (2004). "An Experimental Study of Two Dimensions of Country of Origin (Manufacturing Country and Branding Country) Using Intrinsic and Extrinsic Cues". *International Business Review*, Vol. 13, pp. 65-82.

Sulaiman, Wahid. (2002). *Statistik Non-Parametrik*. Penerbit Andi: Yogyakarta.

Suliyanto. (2006). *Metode Riset Bisnis*. Penerbit Andi: Yogyakarta.

Sweney, J.C., dan Soutar, G.N. (2001). "Consumer Perceived Value: The Development of A Multiple-Item Scale". *Journal of Retailing*, Vol. 77 No. 2, pp. 203-20.

Terpstra, V., dan Sarathy, R. (2000). *International Marketing*. The Dryden Press: Fort Worth, TX.

Tse, D., dan Gorn, G. (1993). "An Experiment on The Saliense of Country of Origin in The Era of Global Brands". *Journal of International Marketing*, Vol. 1 No. 1, pp. 57-77.

Wang, C., dan Lamb, C. (1983). "The Impact of Selected Environmental Forces Upon Consumers' Willingness to Buy Foreign Products". *Journal of The Academy of Marketing Science*, Vol. 11 No. 2, pp. 71-84.

Yasin, N.M., Noor, M.N., dan Mohamad, O. (2007). "Does Image of Country of Origin Matter to Brand Equity?". *Journal of Product & Brand Management*, Vol. 16 No. 1, pp. 38-48.

## KUESIONER Bagian I

**Pilihlah salah satu jawaban dengan memberikan tanda silang (X) atau mengisi titik-titik untuk setiap pertanyaan di bawah ini.**

1. Jenis kelamin anda?
  - a. Laki-laki
  - b. Perempuan
2. Usia anda saat ini: ..... tahun
3. Uang saku atau pendapatan anda per bulan?
  - a.  $\leq$  Rp 250.000
  - b. Rp 250.100 – Rp 500.000,-
  - c. Rp 500.100 – Rp 750.000,-
  - d. Rp 750.100 – Rp 1.000.000,-
  - e.  $\geq$  Rp 1.000.100,-
4. Jenis komputer pribadi yang anda gunakan? (Jawaban boleh lebih dari satu)
  - a. Desktop Computer
  - b. Laptop
  - c. Tablet PC
5. Keutamaan penggunaan komputer bagi anda?
  - a. Pengolah kata (word processing)
  - b. Lembar kerja (spreadsheet)
  - c. Penyimpanan data (database)
  - d. Permainan (game)
  - e. Internet
  - f. Lainnya, sebutkan: .....
6. Pembelian komputer atau kelengkapannya yang terakhir anda lakukan: ..... hari/ minggu/bulan/tahun yang lalu (coret yang tidak perlu).
7. Produk yang dibeli: .....
8. Harga beli produk senilai Rp. ....

## KUESIONER Bagian II

**Berilah tanda silang (X) pada jawaban yang anda pilih atau mengisi titik-titik untuk setiap pertanyaan di bawah ini**

1. Menurut anda, seberapa anda tahu tentang berbagai merek dan jenis komputer pribadi yang dipasarkan di Indonesia?
  - a. Saya sangat mengetahui (tahu banyak)
  - b. Saya memiliki pengetahuan rata-rata (cukup tahu)
  - c. Saya tidak tahu banyak (tahu sedikit)
  - d. Saya hanya tahu sedikit atau tidak sama sekali (tidak tahu)
  
2. Apa merek komputer pribadi yang sedang atau pernah anda gunakan, meskipun tidak anda miliki? (Jawaban boleh lebih dari satu)
  - a. Hewlett-Packard (HP)
  - b. Toshiba
  - c. Acer
  - d. Axioo
  
3. Dibawah ini terdapat sejumlah pertanyaan tentang beberapa merek komputer pribadi. Berilah pendapat anda tentang masing-masing merek.
  - a. **Hewlett-Packard**  
Pernah dengar (coret yang tidak perlu):      Ya      /      Tidak  
Negara Asal (tuliskan):
  - b. **JMicron**  
Pernah dengar:      Ya      /      Tidak  
Negara Asal:
  - c. **Asahi**  
Pernah dengar:      Ya      /      Tidak  
Negara Asal:
  - d. **ProCurve**  
Pernah dengar:      Ya      /      Tidak  
Negara Asal:
  - e. **Toshiba**  
Pernah dengar:      Ya      /      Tidak  
Negara Asal:
  - f. **Advan**  
Pernah dengar:      Ya      /      Tidak  
Negara Asal:
  - g. **Acer**  
Pernah dengar:      Ya      /      Tidak  
Negara Asal:
  - h. **Axioo**  
Pernah dengar:      Ya      /      Tidak  
Negara Asal:

### KUESIONER Bagian III

1. Di bawah ini terdapat sejumlah nama merek dan negara asalnya dari produk komputer pribadi. Berilah pendapat anda tentang masing-masing produsen. Pendapat anda dapat berasal dari pengalaman langsung maupun tidak dengan masing-masing merek, berikan tanda silang (X) pada jawaban yang menurut anda paling sesuai.

a. Keseluruhan Kualitas Produk

Keterangan: kualitas sangat baik    **7   6   5   4   3   2   1** kualitas sangat buruk

Menurut saya kualitas produk di bawah ini adalah:

| No. | Merek    | Negara Asal | SKALA |   |   |   |   |   |   |
|-----|----------|-------------|-------|---|---|---|---|---|---|
| 1   | HP       | U.S.A       | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 2   | ProCurve | U.S.A       | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 3   | Toshiba  | Jepang      | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 4   | Asahi    | Jepang      | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 5   | Acer     | Taiwan      | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 6   | JMicron  | Taiwan      | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 7   | Axioo    | Indonesia   | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 8   | Advan    | Indonesia   | 7     | 6 | 5 | 4 | 3 | 2 | 1 |

b. Penerimaan Sosial Produk (gengsi)

Keterangan: penerimaan tinggi **7 6 5 4 3 2 1** tidak bisa diterima

Menurut saya penerimaan sosial produk di bawah ini adalah:

| No. | Merek    | Negara Asal | SKALA |   |   |   |   |   |   |
|-----|----------|-------------|-------|---|---|---|---|---|---|
| 1   | HP       | U.S.A       | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 2   | ProCurve | U.S.A       | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 3   | Toshiba  | Jepang      | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 4   | Asahi    | Jepang      | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 5   | Acer     | Taiwan      | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 6   | JMicron  | Taiwan      | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 7   | Axioo    | Indonesia   | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 8   | Advan    | Indonesia   | 7     | 6 | 5 | 4 | 3 | 2 | 1 |

c. Nilai Uang Atas Produk (kesesuaian antara harga dengan kualitas)

Keterangan: nilai uang sangat bagus **7 6 5 4 3 2 1** nilai uang  
sangat buruk

Menurut saya nilai produk di bawah ini adalah:

| No. | Merek    | Negara Asal | SKALA |   |   |   |   |   |   |
|-----|----------|-------------|-------|---|---|---|---|---|---|
| 1   | HP       | U.S.A       | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 2   | ProCurve | U.S.A       | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 3   | Toshiba  | Jepang      | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 4   | Asahi    | Jepang      | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 5   | Acer     | Taiwan      | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 6   | JMicron  | Taiwan      | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 7   | Axioo    | Indonesia   | 7     | 6 | 5 | 4 | 3 | 2 | 1 |
| 8   | Advan    | Indonesia   | 7     | 6 | 5 | 4 | 3 | 2 | 1 |

2. Di bawah ini terdapat sejumlah negara asal produk komputer pribadi. Berilah pendapat anda tentang masing-masing negara produsen, berikan tanda silang (X) pada jawaban yang menurut anda paling sesuai.

a. Keseluruhan Kualitas Produk

Menurut saya kualitas produk dari negara di bawah ini adalah:

|           |   |             |   |   |   |   |   |   |   |              |
|-----------|---|-------------|---|---|---|---|---|---|---|--------------|
| U.S.A     | : | sangat baik | 7 | 6 | 5 | 4 | 3 | 2 | 1 | sangat buruk |
| Jepang    | : | sangat baik | 7 | 6 | 5 | 4 | 3 | 2 | 1 | sangat buruk |
| Taiwan    | : | sangat baik | 7 | 6 | 5 | 4 | 3 | 2 | 1 | sangat buruk |
| Indonesia | : | sangat baik | 7 | 6 | 5 | 4 | 3 | 2 | 1 | sangat buruk |

b. Penerimaan Sosial Produk (gengsi)

Menurut saya penerimaan sosial produk dari negara di bawah ini adalah:

|           |   |             |   |   |   |   |   |   |   |              |
|-----------|---|-------------|---|---|---|---|---|---|---|--------------|
| U.S.A     | : | sangat baik | 7 | 6 | 5 | 4 | 3 | 2 | 1 | sangat buruk |
| Jepang    | : | sangat baik | 7 | 6 | 5 | 4 | 3 | 2 | 1 | sangat buruk |
| Taiwan    | : | sangat baik | 7 | 6 | 5 | 4 | 3 | 2 | 1 | sangat buruk |
| Indonesia | : | sangat baik | 7 | 6 | 5 | 4 | 3 | 2 | 1 | sangat buruk |

c. Nilai Uang Atas Produk (kesesuaian antara harga dengan kualitas)

Menurut saya nilai produk dari negara di bawah ini adalah:

|           |   |             |   |   |   |   |   |   |   |              |
|-----------|---|-------------|---|---|---|---|---|---|---|--------------|
| U.S.A     | : | sangat baik | 7 | 6 | 5 | 4 | 3 | 2 | 1 | sangat buruk |
| Jepang    | : | sangat baik | 7 | 6 | 5 | 4 | 3 | 2 | 1 | sangat buruk |
| Taiwan    | : | sangat baik | 7 | 6 | 5 | 4 | 3 | 2 | 1 | sangat buruk |
| Indonesia | : | sangat baik | 7 | 6 | 5 | 4 | 3 | 2 | 1 | sangat buruk |

## LOGO MEREK

### 1. U.S.A



HEWLETT PACKARD



PROCURVE

### 2. Jepang

**TOSHIBA**

TOSHIBA

**Asahi**

ASAHI

### 3. Taiwan

**acer**

ACER



JMICRON

### 4. Indonesia



AXIOO



ADVAN



# LAMPIRAN

## ANALISIS KORELASI MEREK DENGAN NEGARA SECARA KESELURUHAN

### - U.S.A -

Correlations

|                |                     |                         | Kualitas HP | Kualitas ProCurve | PenSos HP | PenSos ProCurve | Nilai Uang HP | Nilai Uang ProCurve | Kualitas U.S.A | PenSos U.S.A | Nilai Uang U.S.A |
|----------------|---------------------|-------------------------|-------------|-------------------|-----------|-----------------|---------------|---------------------|----------------|--------------|------------------|
| Spearman's rho | Kualitas HP         | Correlation Coefficient | 1,000       | ,269**            | ,621**    | ,133            | ,567**        | ,180*               | ,493**         | ,404**       | ,482**           |
|                |                     | Sig. (2-tailed)         | ,           | ,001              | ,000      | ,121            | ,000          | ,034                | ,000           | ,000         | ,000             |
|                |                     | N                       | 138         | 138               | 138       | 138             | 138           | 138                 | 138            | 138          | 138              |
|                | Kualitas ProCurve   | Correlation Coefficient | ,269**      | 1,000             | ,188*     | ,693**          | ,102          | ,614**              | ,198*          | ,023         | ,169*            |
|                |                     | Sig. (2-tailed)         | ,001        | ,                 | ,027      | ,000            | ,234          | ,000                | ,020           | ,792         | ,047             |
|                |                     | N                       | 138         | 138               | 138       | 138             | 138           | 138                 | 138            | 138          | 138              |
|                | PenSos HP           | Correlation Coefficient | ,621**      | ,188*             | 1,000     | ,252**          | ,556**        | ,243**              | ,359**         | ,351**       | ,360**           |
|                |                     | Sig. (2-tailed)         | ,000        | ,027              | ,         | ,003            | ,000          | ,004                | ,000           | ,000         | ,000             |
|                |                     | N                       | 138         | 138               | 138       | 138             | 138           | 138                 | 138            | 138          | 138              |
|                | PenSos ProCurve     | Correlation Coefficient | ,133        | ,693**            | ,252**    | 1,000           | -,026         | ,696**              | ,127           | ,052         | ,053             |
|                |                     | Sig. (2-tailed)         | ,121        | ,000              | ,003      | ,               | ,766          | ,000                | ,137           | ,542         | ,537             |
|                |                     | N                       | 138         | 138               | 138       | 138             | 138           | 138                 | 138            | 138          | 138              |
|                | Nilai Uang HP       | Correlation Coefficient | ,567**      | ,102              | ,556**    | -,026           | 1,000         | ,196*               | ,363**         | ,373**       | ,524**           |
|                |                     | Sig. (2-tailed)         | ,000        | ,234              | ,000      | ,766            | ,             | ,021                | ,000           | ,000         | ,000             |
|                |                     | N                       | 138         | 138               | 138       | 138             | 138           | 138                 | 138            | 138          | 138              |
|                | Nilai Uang ProCurve | Correlation Coefficient | ,180*       | ,614**            | ,243**    | ,696**          | ,196*         | 1,000               | ,008           | ,038         | ,127             |
|                |                     | Sig. (2-tailed)         | ,034        | ,000              | ,004      | ,000            | ,021          | ,                   | ,923           | ,661         | ,139             |
|                |                     | N                       | 138         | 138               | 138       | 138             | 138           | 138                 | 138            | 138          | 138              |
|                | Kualitas U.S.A      | Correlation Coefficient | ,493**      | ,198*             | ,359**    | ,127            | ,363**        | ,008                | 1,000          | ,614**       | ,628**           |
|                |                     | Sig. (2-tailed)         | ,000        | ,020              | ,000      | ,137            | ,000          | ,923                | ,              | ,000         | ,000             |
|                |                     | N                       | 138         | 138               | 138       | 138             | 138           | 138                 | 138            | 138          | 138              |
|                | PenSos U.S.A        | Correlation Coefficient | ,404**      | ,023              | ,351**    | ,052            | ,373**        | ,038                | ,614**         | 1,000        | ,533**           |
|                |                     | Sig. (2-tailed)         | ,000        | ,792              | ,000      | ,542            | ,000          | ,661                | ,000           | ,            | ,000             |
|                |                     | N                       | 138         | 138               | 138       | 138             | 138           | 138                 | 138            | 138          | 138              |
|                | Nilai Uang U.S.A    | Correlation Coefficient | ,482**      | ,169*             | ,360**    | ,053            | ,524**        | ,127                | ,628**         | ,533**       | 1,000            |
|                |                     | Sig. (2-tailed)         | ,000        | ,047              | ,000      | ,537            | ,000          | ,139                | ,000           | ,000         | ,                |
|                |                     | N                       | 138         | 138               | 138       | 138             | 138           | 138                 | 138            | 138          | 138              |

\*\* . Correlation is significant at the .01 level (2-tailed).

\* . Correlation is significant at the .05 level (2-tailed).

# LAMPIRAN

## ANALISIS KORELASI MEREK DENGAN NEGARA SECARA KESELURUHAN

### - JEPANG -

Correlations

|                |                    |                         | Kualitas<br>Toshiba | Kualitas<br>Asahi | PenSos<br>Toshiba | PenSos<br>Asahi | Nilai Uang<br>Toshiba | Nilai Uang<br>Asahi | Kualitas<br>Jepang | PenSos<br>Jepang | Nilai Uang<br>Jepang |
|----------------|--------------------|-------------------------|---------------------|-------------------|-------------------|-----------------|-----------------------|---------------------|--------------------|------------------|----------------------|
| Spearman's rho | Kualitas Toshiba   | Correlation Coefficient | 1,000               | ,187*             | ,594**            | ,077            | ,452**                | ,148                | ,417**             | ,487**           | ,385**               |
|                |                    | Sig. (2-tailed)         | ,                   | ,028              | ,000              | ,372            | ,000                  | ,084                | ,000               | ,000             | ,000                 |
|                |                    | N                       | 138                 | 138               | 138               | 138             | 138                   | 138                 | 138                | 138              | 138                  |
|                | Kualitas Asahi     | Correlation Coefficient | ,187*               | 1,000             | ,086              | ,571**          | ,000                  | ,494**              | ,328**             | ,298**           | ,276**               |
|                |                    | Sig. (2-tailed)         | ,028                | ,                 | ,318              | ,000            | ,999                  | ,000                | ,000               | ,000             | ,001                 |
|                |                    | N                       | 138                 | 138               | 138               | 138             | 138                   | 138                 | 138                | 138              | 138                  |
|                | PenSos Toshiba     | Correlation Coefficient | ,594**              | ,086              | 1,000             | ,092            | ,579**                | ,205*               | ,307**             | ,412**           | ,266**               |
|                |                    | Sig. (2-tailed)         | ,000                | ,318              | ,                 | ,281            | ,000                  | ,016                | ,000               | ,000             | ,002                 |
|                |                    | N                       | 138                 | 138               | 138               | 138             | 138                   | 138                 | 138                | 138              | 138                  |
|                | PenSos Asahi       | Correlation Coefficient | ,077                | ,571**            | ,092              | 1,000           | ,060                  | ,646**              | ,189*              | ,142             | ,102                 |
|                |                    | Sig. (2-tailed)         | ,372                | ,000              | ,281              | ,               | ,482                  | ,000                | ,026               | ,097             | ,235                 |
|                |                    | N                       | 138                 | 138               | 138               | 138             | 138                   | 138                 | 138                | 138              | 138                  |
|                | Nilai Uang Toshiba | Correlation Coefficient | ,452**              | ,000              | ,579**            | ,060            | 1,000                 | ,228**              | ,222**             | ,296**           | ,352**               |
|                |                    | Sig. (2-tailed)         | ,000                | ,999              | ,000              | ,482            | ,                     | ,007                | ,009               | ,000             | ,000                 |
|                |                    | N                       | 138                 | 138               | 138               | 138             | 138                   | 138                 | 138                | 138              | 138                  |
|                | Nilai Uang Asahi   | Correlation Coefficient | ,148                | ,494**            | ,205*             | ,646**          | ,228**                | 1,000               | ,228**             | ,199*            | ,199*                |
|                |                    | Sig. (2-tailed)         | ,084                | ,000              | ,016              | ,000            | ,007                  | ,                   | ,007               | ,019             | ,019                 |
|                |                    | N                       | 138                 | 138               | 138               | 138             | 138                   | 138                 | 138                | 138              | 138                  |
|                | Kualitas Jepang    | Correlation Coefficient | ,417**              | ,328**            | ,307**            | ,189*           | ,222**                | ,228**              | 1,000              | ,682**           | ,481**               |
|                |                    | Sig. (2-tailed)         | ,000                | ,000              | ,000              | ,026            | ,009                  | ,007                | ,                  | ,000             | ,000                 |
|                |                    | N                       | 138                 | 138               | 138               | 138             | 138                   | 138                 | 138                | 138              | 138                  |
|                | PenSos Jepang      | Correlation Coefficient | ,487**              | ,298**            | ,412**            | ,142            | ,296**                | ,199*               | ,682**             | 1,000            | ,608**               |
|                |                    | Sig. (2-tailed)         | ,000                | ,000              | ,000              | ,097            | ,000                  | ,019                | ,000               | ,                | ,000                 |
|                |                    | N                       | 138                 | 138               | 138               | 138             | 138                   | 138                 | 138                | 138              | 138                  |
|                | Nilai Uang Jepang  | Correlation Coefficient | ,385**              | ,276**            | ,266**            | ,102            | ,352**                | ,199*               | ,481**             | ,608**           | 1,000                |
|                |                    | Sig. (2-tailed)         | ,000                | ,001              | ,002              | ,235            | ,000                  | ,019                | ,000               | ,000             | ,                    |
|                |                    | N                       | 138                 | 138               | 138               | 138             | 138                   | 138                 | 138                | 138              | 138                  |

\*. Correlation is significant at the .05 level (2-tailed).

\*\*. Correlation is significant at the .01 level (2-tailed).

# **LAMPIRAN** **ANALISIS KORELASI MEREK DENGAN NEGARA SECARA KESELURUHAN** **- TAIWAN -**

**Correlations**

|                |                    |                         | Kualitas Acer | Kualitas JMicron | PenSos Acer | PenSos JMicron | Nilai Uang Acer | Nilai Uang JMicron | Kualitas Taiwan | PenSos Taiwan | Nilai Uang Taiwan |
|----------------|--------------------|-------------------------|---------------|------------------|-------------|----------------|-----------------|--------------------|-----------------|---------------|-------------------|
| Spearman's rho | Kualitas Acer      | Correlation Coefficient | 1,000         | ,304**           | ,469**      | ,168*          | ,623**          | ,242**             | ,323**          | ,255**        | ,238**            |
|                |                    | Sig. (2-tailed)         | ,             | ,000             | ,000        | ,049           | ,000            | ,004               | ,000            | ,003          | ,005              |
|                |                    | N                       | 138           | 138              | 138         | 138            | 138             | 138                | 138             | 138           | 138               |
|                | Kualitas JMicron   | Correlation Coefficient | ,304**        | 1,000            | ,152        | ,604**         | ,173*           | ,496**             | ,461**          | ,422**        | ,304**            |
|                |                    | Sig. (2-tailed)         | ,000          | ,                | ,074        | ,000           | ,043            | ,000               | ,000            | ,000          | ,000              |
|                |                    | N                       | 138           | 138              | 138         | 138            | 138             | 138                | 138             | 138           | 138               |
|                | PenSos Acer        | Correlation Coefficient | ,469**        | ,152             | 1,000       | ,207*          | ,538**          | ,218*              | ,147            | ,342**        | ,248**            |
|                |                    | Sig. (2-tailed)         | ,000          | ,074             | ,           | ,015           | ,000            | ,010               | ,085            | ,000          | ,003              |
|                |                    | N                       | 138           | 138              | 138         | 138            | 138             | 138                | 138             | 138           | 138               |
|                | PenSos JMicron     | Correlation Coefficient | ,168*         | ,604**           | ,207*       | 1,000          | ,142            | ,562**             | ,247**          | ,305**        | ,224**            |
|                |                    | Sig. (2-tailed)         | ,049          | ,000             | ,015        | ,              | ,098            | ,000               | ,004            | ,000          | ,008              |
|                |                    | N                       | 138           | 138              | 138         | 138            | 138             | 138                | 138             | 138           | 138               |
|                | Nilai Uang Acer    | Correlation Coefficient | ,623**        | ,173*            | ,538**      | ,142           | 1,000           | ,347**             | ,251**          | ,366**        | ,343**            |
|                |                    | Sig. (2-tailed)         | ,000          | ,043             | ,000        | ,098           | ,               | ,000               | ,003            | ,000          | ,000              |
|                |                    | N                       | 138           | 138              | 138         | 138            | 138             | 138                | 138             | 138           | 138               |
|                | Nilai Uang JMicron | Correlation Coefficient | ,242**        | ,496**           | ,218*       | ,562**         | ,347**          | 1,000              | ,360**          | ,394**        | ,391**            |
|                |                    | Sig. (2-tailed)         | ,004          | ,000             | ,010        | ,000           | ,000            | ,                  | ,000            | ,000          | ,000              |
|                |                    | N                       | 138           | 138              | 138         | 138            | 138             | 138                | 138             | 138           | 138               |
|                | Kualitas Taiwan    | Correlation Coefficient | ,323**        | ,461**           | ,147        | ,247**         | ,251**          | ,360**             | 1,000           | ,589**        | ,553**            |
|                |                    | Sig. (2-tailed)         | ,000          | ,000             | ,085        | ,004           | ,003            | ,000               | ,               | ,000          | ,000              |
|                |                    | N                       | 138           | 138              | 138         | 138            | 138             | 138                | 138             | 138           | 138               |
|                | PenSos Taiwan      | Correlation Coefficient | ,255**        | ,422**           | ,342**      | ,305**         | ,366**          | ,394**             | ,589**          | 1,000         | ,692**            |
|                |                    | Sig. (2-tailed)         | ,003          | ,000             | ,000        | ,000           | ,000            | ,000               | ,000            | ,             | ,000              |
|                |                    | N                       | 138           | 138              | 138         | 138            | 138             | 138                | 138             | 138           | 138               |
|                | Nilai Uang Taiwan  | Correlation Coefficient | ,238**        | ,304**           | ,248**      | ,224**         | ,343**          | ,391**             | ,553**          | ,692**        | 1,000             |
|                |                    | Sig. (2-tailed)         | ,005          | ,000             | ,003        | ,008           | ,000            | ,000               | ,000            | ,000          | ,                 |
|                |                    | N                       | 138           | 138              | 138         | 138            | 138             | 138                | 138             | 138           | 138               |

\*\* . Correlation is significant at the .01 level (2-tailed).

\* . Correlation is significant at the .05 level (2-tailed).

**LAMPIRAN**  
**ANALISIS KORELASI MEREK DENGAN NEGARA SECARA KESELURUHAN**  
**- INDONESIA -**

**Correlations**

|                |                      |                         | Kualitas Axioo | Kualitas Advan | PenSos Axioo | PenSos Advan | Nilai Uang Axioo | Nilai Uang Advan | Kualitas Indonesia | PenSos Indonesia | Nilai Uang Indonesia |
|----------------|----------------------|-------------------------|----------------|----------------|--------------|--------------|------------------|------------------|--------------------|------------------|----------------------|
| Spearman's rho | Kualitas Axioo       | Correlation Coefficient | 1,000          | ,607**         | ,661**       | ,267**       | ,618**           | ,281**           | ,404**             | ,431**           | ,293**               |
|                |                      | Sig. (2-tailed)         | ,              | ,000           | ,000         | ,002         | ,000             | ,001             | ,000               | ,000             | ,000                 |
|                |                      | N                       | 138            | 138            | 138          | 138          | 138              | 138              | 138                | 138              | 138                  |
|                | Kualitas Advan       | Correlation Coefficient | ,607**         | 1,000          | ,467**       | ,670**       | ,343**           | ,583**           | ,589**             | ,532**           | ,472**               |
|                |                      | Sig. (2-tailed)         | ,000           | ,              | ,000         | ,000         | ,000             | ,000             | ,000               | ,000             | ,000                 |
|                |                      | N                       | 138            | 138            | 138          | 138          | 138              | 138              | 138                | 138              | 138                  |
|                | PenSos Axioo         | Correlation Coefficient | ,661**         | ,467**         | 1,000        | ,538**       | ,637**           | ,363**           | ,372**             | ,519**           | ,356**               |
|                |                      | Sig. (2-tailed)         | ,000           | ,000           | ,            | ,000         | ,000             | ,000             | ,000               | ,000             | ,000                 |
|                |                      | N                       | 138            | 138            | 138          | 138          | 138              | 138              | 138                | 138              | 138                  |
|                | PenSos Advan         | Correlation Coefficient | ,267**         | ,670**         | ,538**       | 1,000        | ,244**           | ,643**           | ,478**             | ,538**           | ,494**               |
|                |                      | Sig. (2-tailed)         | ,002           | ,000           | ,000         | ,            | ,004             | ,000             | ,000               | ,000             | ,000                 |
|                |                      | N                       | 138            | 138            | 138          | 138          | 138              | 138              | 138                | 138              | 138                  |
|                | Nilai Uang Axioo     | Correlation Coefficient | ,618**         | ,343**         | ,637**       | ,244**       | 1,000            | ,539**           | ,297**             | ,309**           | ,287**               |
|                |                      | Sig. (2-tailed)         | ,000           | ,000           | ,000         | ,004         | ,                | ,000             | ,000               | ,000             | ,001                 |
|                |                      | N                       | 138            | 138            | 138          | 138          | 138              | 138              | 138                | 138              | 138                  |
|                | Nilai Uang Advan     | Correlation Coefficient | ,281**         | ,583**         | ,363**       | ,643**       | ,539**           | 1,000            | ,424**             | ,368**           | ,453**               |
|                |                      | Sig. (2-tailed)         | ,001           | ,000           | ,000         | ,000         | ,000             | ,                | ,000               | ,000             | ,000                 |
|                |                      | N                       | 138            | 138            | 138          | 138          | 138              | 138              | 138                | 138              | 138                  |
|                | Kualitas Indonesia   | Correlation Coefficient | ,404**         | ,589**         | ,372**       | ,478**       | ,297**           | ,424**           | 1,000              | ,727**           | ,672**               |
|                |                      | Sig. (2-tailed)         | ,000           | ,000           | ,000         | ,000         | ,000             | ,000             | ,                  | ,000             | ,000                 |
|                |                      | N                       | 138            | 138            | 138          | 138          | 138              | 138              | 138                | 138              | 138                  |
|                | PenSos Indonesia     | Correlation Coefficient | ,431**         | ,532**         | ,519**       | ,538**       | ,309**           | ,368**           | ,727**             | 1,000            | ,723**               |
|                |                      | Sig. (2-tailed)         | ,000           | ,000           | ,000         | ,000         | ,000             | ,000             | ,000               | ,                | ,000                 |
|                |                      | N                       | 138            | 138            | 138          | 138          | 138              | 138              | 138                | 138              | 138                  |
|                | Nilai Uang Indonesia | Correlation Coefficient | ,293**         | ,472**         | ,356**       | ,494**       | ,287**           | ,453**           | ,672**             | ,723**           | 1,000                |
|                |                      | Sig. (2-tailed)         | ,000           | ,000           | ,000         | ,000         | ,001             | ,000             | ,000               | ,000             | ,                    |
|                |                      | N                       | 138            | 138            | 138          | 138          | 138              | 138              | 138                | 138              | 138                  |

\*\* . Correlation is significant at the .01 level (2-tailed).

## LAMPIRAN

### ANALISIS KORELASI BERDASARKAN PENGALAMAN DENGAN HP

#### 1. Memiliki Pengalaman dengan HP

Correlations

|                |                  |                         | Kualitas HP | PenSos HP | Nilai Uang HP | Kualitas U.S.A | PenSos U.S.A | Nilai Uang U.S.A |
|----------------|------------------|-------------------------|-------------|-----------|---------------|----------------|--------------|------------------|
| Spearman's rho | Kualitas HP      | Correlation Coefficient | 1,000       | ,636**    | ,537**        | ,517**         | ,325**       | ,397**           |
|                |                  | Sig. (2-tailed)         | ,           | ,000      | ,000          | ,000           | ,007         | ,001             |
|                |                  | N                       | 67          | 67        | 67            | 67             | 67           | 67               |
|                | PenSos HP        | Correlation Coefficient | ,636**      | 1,000     | ,518**        | ,447**         | ,283*        | ,338**           |
|                |                  | Sig. (2-tailed)         | ,000        | ,         | ,000          | ,000           | ,020         | ,005             |
|                |                  | N                       | 67          | 67        | 67            | 67             | 67           | 67               |
|                | Nilai Uang HP    | Correlation Coefficient | ,537**      | ,518**    | 1,000         | ,397**         | ,311*        | ,489**           |
|                |                  | Sig. (2-tailed)         | ,000        | ,000      | ,             | ,001           | ,010         | ,000             |
|                |                  | N                       | 67          | 67        | 67            | 67             | 67           | 67               |
|                | Kualitas U.S.A   | Correlation Coefficient | ,517**      | ,447**    | ,397**        | 1,000          | ,534**       | ,587**           |
|                |                  | Sig. (2-tailed)         | ,000        | ,000      | ,001          | ,              | ,000         | ,000             |
|                |                  | N                       | 67          | 67        | 67            | 67             | 67           | 67               |
|                | PenSos U.S.A     | Correlation Coefficient | ,325**      | ,283*     | ,311*         | ,534**         | 1,000        | ,478**           |
|                |                  | Sig. (2-tailed)         | ,007        | ,020      | ,010          | ,000           | ,            | ,000             |
|                |                  | N                       | 67          | 67        | 67            | 67             | 67           | 67               |
|                | Nilai Uang U.S.A | Correlation Coefficient | ,397**      | ,338**    | ,489**        | ,587**         | ,478**       | 1,000            |
|                |                  | Sig. (2-tailed)         | ,001        | ,005      | ,000          | ,000           | ,000         | ,                |
|                |                  | N                       | 67          | 67        | 67            | 67             | 67           | 67               |

\*\* . Correlation is significant at the .01 level (2-tailed).

\* . Correlation is significant at the .05 level (2-tailed).

## LAMPIRAN

### ANALISIS KORELASI BERDASARKAN PENGALAMAN DENGAN HP

#### 2. Tidak Memiliki Pengalaman dengan HP

Correlations

|                |                |                         | Kualitas HP | PenSos HP | Nilai HP | Kualitas U.S.A | PenSos U.S.A | Nilai U.S.A |
|----------------|----------------|-------------------------|-------------|-----------|----------|----------------|--------------|-------------|
| Spearman's rho | Kualitas HP    | Correlation Coefficient | 1,000       | ,616**    | ,595**   | ,480**         | ,474**       | ,572**      |
|                |                | Sig. (2-tailed)         | ,           | ,000      | ,000     | ,000           | ,000         | ,000        |
|                |                | N                       | 71          | 71        | 71       | 71             | 71           | 71          |
|                | PenSos HP      | Correlation Coefficient | ,616**      | 1,000     | ,593**   | ,295*          | ,411**       | ,394**      |
|                |                | Sig. (2-tailed)         | ,000        | ,         | ,000     | ,012           | ,000         | ,001        |
|                |                | N                       | 71          | 71        | 71       | 71             | 71           | 71          |
|                | Nilai HP       | Correlation Coefficient | ,595**      | ,593**    | 1,000    | ,339**         | ,423**       | ,564**      |
|                |                | Sig. (2-tailed)         | ,000        | ,000      | ,        | ,004           | ,000         | ,000        |
|                |                | N                       | 71          | 71        | 71       | 71             | 71           | 71          |
|                | Kualitas U.S.A | Correlation Coefficient | ,480**      | ,295*     | ,339**   | 1,000          | ,679**       | ,667**      |
|                |                | Sig. (2-tailed)         | ,000        | ,012      | ,004     | ,              | ,000         | ,000        |
|                |                | N                       | 71          | 71        | 71       | 71             | 71           | 71          |
|                | PenSos U.S.A   | Correlation Coefficient | ,474**      | ,411**    | ,423**   | ,679**         | 1,000        | ,588**      |
|                |                | Sig. (2-tailed)         | ,000        | ,000      | ,000     | ,000           | ,            | ,000        |
|                |                | N                       | 71          | 71        | 71       | 71             | 71           | 71          |
|                | Nilai U.S.A    | Correlation Coefficient | ,572**      | ,394**    | ,564**   | ,667**         | ,588**       | 1,000       |
|                |                | Sig. (2-tailed)         | ,000        | ,001      | ,000     | ,000           | ,000         | ,           |
|                |                | N                       | 71          | 71        | 71       | 71             | 71           | 71          |

\*\* . Correlation is significant at the .01 level (2-tailed).

\* . Correlation is significant at the .05 level (2-tailed).

## LAMPIRAN

### ANALISIS KORELASI BERDASARKAN PENGALAMAN DENGAN TOSHIBA

#### 1. Memiliki Pengalaman dengan Toshiba

Correlations

|                |                    |                         | Kualitas<br>Toshiba | PenSos<br>Toshiba | Nilai Uang<br>Toshiba | Kualitas<br>Jepang | PenSos<br>Jepang | Nilai Uang<br>Jepang |
|----------------|--------------------|-------------------------|---------------------|-------------------|-----------------------|--------------------|------------------|----------------------|
| Spearman's rho | Kualitas Toshiba   | Correlation Coefficient | 1,000               | ,637**            | ,541**                | ,368**             | ,469**           | ,473**               |
|                |                    | Sig. (2-tailed)         | ,                   | ,000              | ,000                  | ,006               | ,000             | ,000                 |
|                |                    | N                       | 55                  | 55                | 55                    | 55                 | 55               | 55                   |
|                | PenSos Toshiba     | Correlation Coefficient | ,637**              | 1,000             | ,430**                | ,210               | ,412**           | ,205                 |
|                |                    | Sig. (2-tailed)         | ,000                | ,                 | ,001                  | ,125               | ,002             | ,134                 |
|                |                    | N                       | 55                  | 55                | 55                    | 55                 | 55               | 55                   |
|                | Nilai Uang Toshiba | Correlation Coefficient | ,541**              | ,430**            | 1,000                 | ,166               | ,234             | ,404**               |
|                |                    | Sig. (2-tailed)         | ,000                | ,001              | ,                     | ,226               | ,085             | ,002                 |
|                |                    | N                       | 55                  | 55                | 55                    | 55                 | 55               | 55                   |
|                | Kualitas Jepang    | Correlation Coefficient | ,368**              | ,210              | ,166                  | 1,000              | ,567**           | ,272*                |
|                |                    | Sig. (2-tailed)         | ,006                | ,125              | ,226                  | ,                  | ,000             | ,044                 |
|                |                    | N                       | 55                  | 55                | 55                    | 55                 | 55               | 55                   |
|                | PenSos Jepang      | Correlation Coefficient | ,469**              | ,412**            | ,234                  | ,567**             | 1,000            | ,488**               |
|                |                    | Sig. (2-tailed)         | ,000                | ,002              | ,085                  | ,000               | ,                | ,000                 |
|                |                    | N                       | 55                  | 55                | 55                    | 55                 | 55               | 55                   |
|                | Nilai Uang Jepang  | Correlation Coefficient | ,473**              | ,205              | ,404**                | ,272*              | ,488**           | 1,000                |
|                |                    | Sig. (2-tailed)         | ,000                | ,134              | ,002                  | ,044               | ,000             | ,                    |
|                |                    | N                       | 55                  | 55                | 55                    | 55                 | 55               | 55                   |

\*\* . Correlation is significant at the .01 level (2-tailed).

\* . Correlation is significant at the .05 level (2-tailed).

## LAMPIRAN

### ANALISIS KORELASI BERDASARKAN PENGALAMAN DENGAN TOSHIBA

#### 2. Tidak Memiliki Pengalaman dengan Toshiba

Correlations

|                |                    |                         | Kualitas<br>Toshiba | PenSos<br>Toshiba | Nilai Uang<br>Toshiba | Kualitas<br>Jepang | PenSos<br>Jepang | Nilai Uang<br>Jepang |
|----------------|--------------------|-------------------------|---------------------|-------------------|-----------------------|--------------------|------------------|----------------------|
| Spearman's rho | Kualitas Toshiba   | Correlation Coefficient | 1,000               | ,558**            | ,385**                | ,436**             | ,490**           | ,364**               |
|                |                    | Sig. (2-tailed)         | ,                   | ,000              | ,000                  | ,000               | ,000             | ,001                 |
|                |                    | N                       | 83                  | 83                | 83                    | 83                 | 83               | 83                   |
|                | PenSos Toshiba     | Correlation Coefficient | ,558**              | 1,000             | ,684**                | ,343**             | ,405**           | ,351**               |
|                |                    | Sig. (2-tailed)         | ,000                | ,                 | ,000                  | ,001               | ,000             | ,001                 |
|                |                    | N                       | 83                  | 83                | 83                    | 83                 | 83               | 83                   |
|                | Nilai Uang Toshiba | Correlation Coefficient | ,385**              | ,684**            | 1,000                 | ,262*              | ,344**           | ,357**               |
|                |                    | Sig. (2-tailed)         | ,000                | ,000              | ,                     | ,017               | ,001             | ,001                 |
|                |                    | N                       | 83                  | 83                | 83                    | 83                 | 83               | 83                   |
|                | Kualitas Jepang    | Correlation Coefficient | ,436**              | ,343**            | ,262*                 | 1,000              | ,741**           | ,650**               |
|                |                    | Sig. (2-tailed)         | ,000                | ,001              | ,017                  | ,                  | ,000             | ,000                 |
|                |                    | N                       | 83                  | 83                | 83                    | 83                 | 83               | 83                   |
|                | PenSos Jepang      | Correlation Coefficient | ,490**              | ,405**            | ,344**                | ,741**             | 1,000            | ,720**               |
|                |                    | Sig. (2-tailed)         | ,000                | ,000              | ,001                  | ,000               | ,                | ,000                 |
|                |                    | N                       | 83                  | 83                | 83                    | 83                 | 83               | 83                   |
|                | Nilai Uang Jepang  | Correlation Coefficient | ,364**              | ,351**            | ,357**                | ,650**             | ,720**           | 1,000                |
|                |                    | Sig. (2-tailed)         | ,001                | ,001              | ,001                  | ,000               | ,000             | ,                    |
|                |                    | N                       | 83                  | 83                | 83                    | 83                 | 83               | 83                   |

\*\* . Correlation is significant at the .01 level (2-tailed).

\* . Correlation is significant at the .05 level (2-tailed).



## LAMPIRAN

### ANALISIS KORELASI BERDASARKAN PENGALAMAN DENGAN ACER

#### 1. Memiliki Pengalaman dengan Acer

Correlations

|                |                   |                         | Kualitas Acer | PenSos Acer | Nilai Uang Acer | Kualitas Taiwan | PenSos Taiwan | Nilai Uang Taiwan |
|----------------|-------------------|-------------------------|---------------|-------------|-----------------|-----------------|---------------|-------------------|
| Spearman's rho | Kualitas Acer     | Correlation Coefficient | 1,000         | ,347**      | ,612**          | ,427**          | ,250*         | ,261*             |
|                |                   | Sig. (2-tailed)         | ,             | ,002        | ,000            | ,000            | ,032          | ,025              |
|                |                   | N                       | 74            | 74          | 74              | 74              | 74            | 74                |
|                | PenSos Acer       | Correlation Coefficient | ,347**        | 1,000       | ,493**          | ,111            | ,255*         | ,180              |
|                |                   | Sig. (2-tailed)         | ,002          | ,           | ,000            | ,346            | ,028          | ,126              |
|                |                   | N                       | 74            | 74          | 74              | 74              | 74            | 74                |
|                | Nilai Uang Acer   | Correlation Coefficient | ,612**        | ,493**      | 1,000           | ,350**          | ,389**        | ,469**            |
|                |                   | Sig. (2-tailed)         | ,000          | ,000        | ,               | ,002            | ,001          | ,000              |
|                |                   | N                       | 74            | 74          | 74              | 74              | 74            | 74                |
|                | Kualitas Taiwan   | Correlation Coefficient | ,427**        | ,111        | ,350**          | 1,000           | ,575**        | ,462**            |
|                |                   | Sig. (2-tailed)         | ,000          | ,346        | ,002            | ,               | ,000          | ,000              |
|                |                   | N                       | 74            | 74          | 74              | 74              | 74            | 74                |
|                | PenSos Taiwan     | Correlation Coefficient | ,250*         | ,255*       | ,389**          | ,575**          | 1,000         | ,655**            |
|                |                   | Sig. (2-tailed)         | ,032          | ,028        | ,001            | ,000            | ,             | ,000              |
|                |                   | N                       | 74            | 74          | 74              | 74              | 74            | 74                |
|                | Nilai Uang Taiwan | Correlation Coefficient | ,261*         | ,180        | ,469**          | ,462**          | ,655**        | 1,000             |
|                |                   | Sig. (2-tailed)         | ,025          | ,126        | ,000            | ,000            | ,000          | ,                 |
|                |                   | N                       | 74            | 74          | 74              | 74              | 74            | 74                |

\*\* . Correlation is significant at the .01 level (2-tailed).

\* . Correlation is significant at the .05 level (2-tailed).

## LAMPIRAN

### ANALISIS KORELASI BERDASARKAN PENGALAMAN DENGAN ACER

#### 2. Tidak Memiliki Pengalaman dengan Acer

Correlations

|                |                   |                         | Kualitas Acer | PenSos Acer | Nilai Uang Acer | Kualitas Taiwan | PenSos Taiwan | Nilai Uang Taiwan |
|----------------|-------------------|-------------------------|---------------|-------------|-----------------|-----------------|---------------|-------------------|
| Spearman's rho | Kualitas Acer     | Correlation Coefficient | 1,000         | ,632**      | ,666**          | ,202            | ,297*         | ,214              |
|                |                   | Sig. (2-tailed)         | ,             | ,000        | ,000            | ,109            | ,017          | ,090              |
|                |                   | N                       | 64            | 64          | 64              | 64              | 64            | 64                |
|                | PenSos Acer       | Correlation Coefficient | ,632**        | 1,000       | ,602**          | ,189            | ,451**        | ,337**            |
|                |                   | Sig. (2-tailed)         | ,000          | ,           | ,000            | ,135            | ,000          | ,007              |
|                |                   | N                       | 64            | 64          | 64              | 64              | 64            | 64                |
|                | Nilai Uang Acer   | Correlation Coefficient | ,666**        | ,602**      | 1,000           | ,142            | ,342**        | ,201              |
|                |                   | Sig. (2-tailed)         | ,000          | ,000        | ,               | ,264            | ,006          | ,110              |
|                |                   | N                       | 64            | 64          | 64              | 64              | 64            | 64                |
|                | Kualitas Taiwan   | Correlation Coefficient | ,202          | ,189        | ,142            | 1,000           | ,623**        | ,664**            |
|                |                   | Sig. (2-tailed)         | ,109          | ,135        | ,264            | ,               | ,000          | ,000              |
|                |                   | N                       | 64            | 64          | 64              | 64              | 64            | 64                |
|                | PenSos Taiwan     | Correlation Coefficient | ,297*         | ,451**      | ,342**          | ,623**          | 1,000         | ,751**            |
|                |                   | Sig. (2-tailed)         | ,017          | ,000        | ,006            | ,000            | ,             | ,000              |
|                |                   | N                       | 64            | 64          | 64              | 64              | 64            | 64                |
|                | Nilai Uang Taiwan | Correlation Coefficient | ,214          | ,337**      | ,201            | ,664**          | ,751**        | 1,000             |
|                |                   | Sig. (2-tailed)         | ,090          | ,007        | ,110            | ,000            | ,000          | ,                 |
|                |                   | N                       | 64            | 64          | 64              | 64              | 64            | 64                |

\*\* . Correlation is significant at the .01 level (2-tailed).

\* . Correlation is significant at the .05 level (2-tailed).

## LAMPIRAN

### ANALISIS KORELASI BERDASARKAN PENGALAMAN DENGAN AXIOO

#### 1. Memiliki Pengalaman dengan Axioo

Correlations

|                |                      |                         | Kualitas Axioo | PenSos Axioo | Nilai Uang Axioo | Kualitas Indonesia | PenSos Indonesia | Nilai Uang Indonesia |
|----------------|----------------------|-------------------------|----------------|--------------|------------------|--------------------|------------------|----------------------|
| Spearman's rho | Kualitas Axioo       | Correlation Coefficient | 1,000          | ,595**       | ,545**           | ,203               | ,127             | -,014                |
|                |                      | Sig. (2-tailed)         | ,              | ,001         | ,003             | ,310               | ,527             | ,946                 |
|                |                      | N                       | 27             | 27           | 27               | 27                 | 27               | 27                   |
|                | PenSos Axioo         | Correlation Coefficient | ,595**         | 1,000        | ,592**           | ,121               | ,301             | -,042                |
|                |                      | Sig. (2-tailed)         | ,001           | ,            | ,001             | ,547               | ,128             | ,837                 |
|                |                      | N                       | 27             | 27           | 27               | 27                 | 27               | 27                   |
|                | Nilai Uang Axioo     | Correlation Coefficient | ,545**         | ,592**       | 1,000            | -,040              | ,070             | -,151                |
|                |                      | Sig. (2-tailed)         | ,003           | ,001         | ,                | ,844               | ,728             | ,451                 |
|                |                      | N                       | 27             | 27           | 27               | 27                 | 27               | 27                   |
|                | Kualitas Indonesia   | Correlation Coefficient | ,203           | ,121         | -,040            | 1,000              | ,681**           | ,591**               |
|                |                      | Sig. (2-tailed)         | ,310           | ,547         | ,844             | ,                  | ,000             | ,001                 |
|                |                      | N                       | 27             | 27           | 27               | 27                 | 27               | 27                   |
|                | PenSos Indonesia     | Correlation Coefficient | ,127           | ,301         | ,070             | ,681**             | 1,000            | ,577**               |
|                |                      | Sig. (2-tailed)         | ,527           | ,128         | ,728             | ,000               | ,                | ,002                 |
|                |                      | N                       | 27             | 27           | 27               | 27                 | 27               | 27                   |
|                | Nilai Uang Indonesia | Correlation Coefficient | -,014          | -,042        | -,151            | ,591**             | ,577**           | 1,000                |
|                |                      | Sig. (2-tailed)         | ,946           | ,837         | ,451             | ,001               | ,002             | ,                    |
|                |                      | N                       | 27             | 27           | 27               | 27                 | 27               | 27                   |

\*\* . Correlation is significant at the .01 level (2-tailed).

## LAMPIRAN

### ANALISIS KORELASI BERDASARKAN PENGALAMAN DENGAN AXIOO

#### 2. Tidak Memiliki Pengalaman dengan Axioo

Correlations

|                |                      |                         | Kualitas Axioo | PenSos Axioo | Nilai Uang Axioo | Kualitas Indonesia | PenSos Indonesia | Nilai Uang Indonesia |
|----------------|----------------------|-------------------------|----------------|--------------|------------------|--------------------|------------------|----------------------|
| Spearman's rho | Kualitas Axioo       | Correlation Coefficient | 1,000          | ,670**       | ,603**           | ,440**             | ,491**           | ,306**               |
|                |                      | Sig. (2-tailed)         | ,              | ,000         | ,000             | ,000               | ,000             | ,001                 |
|                |                      | N                       | 111            | 111          | 111              | 111                | 111              | 111                  |
|                | PenSos Axioo         | Correlation Coefficient | ,670**         | 1,000        | ,632**           | ,411**             | ,548**           | ,402**               |
|                |                      | Sig. (2-tailed)         | ,000           | ,            | ,000             | ,000               | ,000             | ,000                 |
|                |                      | N                       | 111            | 111          | 111              | 111                | 111              | 111                  |
|                | Nilai Uang Axioo     | Correlation Coefficient | ,603**         | ,632**       | 1,000            | ,355**             | ,353**           | ,326**               |
|                |                      | Sig. (2-tailed)         | ,000           | ,000         | ,                | ,000               | ,000             | ,000                 |
|                |                      | N                       | 111            | 111          | 111              | 111                | 111              | 111                  |
|                | Kualitas Indonesia   | Correlation Coefficient | ,440**         | ,411**       | ,355**           | 1,000              | ,728**           | ,665**               |
|                |                      | Sig. (2-tailed)         | ,000           | ,000         | ,000             | ,                  | ,000             | ,000                 |
|                |                      | N                       | 111            | 111          | 111              | 111                | 111              | 111                  |
|                | PenSos Indonesia     | Correlation Coefficient | ,491**         | ,548**       | ,353**           | ,728**             | 1,000            | ,743**               |
|                |                      | Sig. (2-tailed)         | ,000           | ,000         | ,000             | ,000               | ,                | ,000                 |
|                |                      | N                       | 111            | 111          | 111              | 111                | 111              | 111                  |
|                | Nilai Uang Indonesia | Correlation Coefficient | ,306**         | ,402**       | ,326**           | ,665**             | ,743**           | 1,000                |
|                |                      | Sig. (2-tailed)         | ,001           | ,000         | ,000             | ,000               | ,000             | ,                    |
|                |                      | N                       | 111            | 111          | 111              | 111                | 111              | 111                  |

\*\* . Correlation is significant at the .01 level (2-tailed).

## LAMPIRAN ANOVA

### Persepsi responden terhadap dimensi “keseluruhan kualitas” ditinjau dari segi perbedaan derajat pengetahuan

**Test of Homogeneity of Variances**

|                   | Levene<br>Statistic | df1 | df2 | Sig. |
|-------------------|---------------------|-----|-----|------|
| Kualitas HP       | 1,898               | 2   | 135 | ,154 |
| Kualitas ProCurve | ,669                | 2   | 135 | ,514 |
| Kualitas Toshiba  | 1,830               | 2   | 135 | ,164 |
| Kualitas Asahi    | ,024                | 2   | 135 | ,976 |
| Kualitas Acer     | ,496                | 2   | 135 | ,610 |
| Kualitas JMicron  | ,494                | 2   | 135 | ,611 |
| Kualitas Axioo    | 1,758               | 2   | 135 | ,176 |
| Kualitas Advan    | 1,195               | 2   | 135 | ,306 |

**ANOVA**

|                   |                | Sum of<br>Squares | df  | Mean Square | F     | Sig. |
|-------------------|----------------|-------------------|-----|-------------|-------|------|
| Kualitas HP       | Between Groups | 6,033             | 2   | 3,016       | 2,890 | ,059 |
|                   | Within Groups  | 140,902           | 135 | 1,044       |       |      |
|                   | Total          | 146,935           | 137 |             |       |      |
| Kualitas ProCurve | Between Groups | 7,029             | 2   | 3,514       | 2,216 | ,113 |
|                   | Within Groups  | 214,051           | 135 | 1,586       |       |      |
|                   | Total          | 221,080           | 137 |             |       |      |
| Kualitas Toshiba  | Between Groups | 1,413             | 2   | ,706        | ,859  | ,426 |
|                   | Within Groups  | 110,971           | 135 | ,822        |       |      |
|                   | Total          | 112,384           | 137 |             |       |      |
| Kualitas Asahi    | Between Groups | ,168              | 2   | 8,380E-02   | ,062  | ,940 |
|                   | Within Groups  | 182,934           | 135 | 1,355       |       |      |
|                   | Total          | 183,101           | 137 |             |       |      |
| Kualitas Acer     | Between Groups | 4,870             | 2   | 2,435       | 2,163 | ,119 |
|                   | Within Groups  | 152,000           | 135 | 1,126       |       |      |
|                   | Total          | 156,870           | 137 |             |       |      |
| Kualitas JMicron  | Between Groups | 6,354E-02         | 2   | 3,177E-02   | ,025  | ,975 |
|                   | Within Groups  | 171,038           | 135 | 1,267       |       |      |
|                   | Total          | 171,101           | 137 |             |       |      |
| Kualitas Axioo    | Between Groups | 4,925             | 2   | 2,463       | 1,477 | ,232 |
|                   | Within Groups  | 225,111           | 135 | 1,667       |       |      |
|                   | Total          | 230,036           | 137 |             |       |      |
| Kualitas Advan    | Between Groups | 2,411             | 2   | 1,205       | ,726  | ,486 |
|                   | Within Groups  | 224,082           | 135 | 1,660       |       |      |
|                   | Total          | 226,493           | 137 |             |       |      |

Descriptives

|                   | N   | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             | Minimum | Maximum |
|-------------------|-----|------|----------------|------------|----------------------------------|-------------|---------|---------|
|                   |     |      |                |            | Lower Bound                      | Upper Bound |         |         |
| Kualitas HP       | 81  | 5,81 | 1,12           | ,12        | 5,57                             | 6,06        | 2       | 7       |
|                   | 37  | 6,30 | ,81            | ,13        | 6,03                             | 6,57        | 4       | 7       |
|                   | 20  | 6,05 | ,94            | ,21        | 5,61                             | 6,49        | 3       | 7       |
|                   | 138 | 5,98 | 1,04           | 8,82E-02   | 5,80                             | 6,15        | 2       | 7       |
| Kualitas ProCurve | 81  | 4,25 | 1,36           | ,15        | 3,95                             | 4,55        | 1       | 7       |
|                   | 37  | 4,46 | 1,14           | ,19        | 4,08                             | 4,84        | 2       | 6       |
|                   | 20  | 4,90 | 1,02           | ,23        | 4,42                             | 5,38        | 3       | 6       |
|                   | 138 | 4,40 | 1,27           | ,11        | 4,18                             | 4,61        | 1       | 7       |
| Kualitas Toshiba  | 81  | 6,06 | 1,00           | ,11        | 5,84                             | 6,28        | 3       | 7       |
|                   | 37  | 6,30 | ,78            | ,13        | 6,04                             | 6,56        | 4       | 7       |
|                   | 20  | 6,15 | ,67            | ,15        | 5,84                             | 6,46        | 5       | 7       |
|                   | 138 | 6,14 | ,91            | 7,71E-02   | 5,99                             | 6,29        | 3       | 7       |
| Kualitas Asahi    | 81  | 4,16 | 1,21           | ,13        | 3,89                             | 4,43        | 1       | 7       |
|                   | 37  | 4,22 | 1,08           | ,18        | 3,85                             | 4,58        | 2       | 6       |
|                   | 20  | 4,25 | 1,12           | ,25        | 3,73                             | 4,77        | 2       | 6       |
|                   | 138 | 4,19 | 1,16           | 9,84E-02   | 3,99                             | 4,38        | 1       | 7       |
| Kualitas Acer     | 81  | 5,36 | 1,11           | ,12        | 5,11                             | 5,60        | 2       | 7       |
|                   | 37  | 5,65 | ,95            | ,16        | 5,33                             | 5,97        | 3       | 7       |
|                   | 20  | 5,05 | 1,05           | ,23        | 4,56                             | 5,54        | 4       | 7       |
|                   | 138 | 5,39 | 1,07           | 9,11E-02   | 5,21                             | 5,57        | 2       | 7       |
| Kualitas JMicron  | 81  | 3,84 | 1,18           | ,13        | 3,58                             | 4,10        | 2       | 6       |
|                   | 37  | 3,86 | 1,00           | ,17        | 3,53                             | 4,20        | 2       | 6       |
|                   | 20  | 3,90 | 1,12           | ,25        | 3,38                             | 4,42        | 2       | 6       |
|                   | 138 | 3,86 | 1,12           | 9,51E-02   | 3,67                             | 4,04        | 2       | 6       |
| Kualitas Axioo    | 81  | 4,58 | 1,35           | ,15        | 4,28                             | 4,88        | 1       | 7       |
|                   | 37  | 4,35 | 1,34           | ,22        | 3,91                             | 4,80        | 2       | 7       |
|                   | 20  | 4,05 | ,89            | ,20        | 3,63                             | 4,47        | 3       | 5       |
|                   | 138 | 4,44 | 1,30           | ,11        | 4,22                             | 4,66        | 1       | 7       |
| Kualitas Advan    | 81  | 3,95 | 1,41           | ,16        | 3,64                             | 4,26        | 1       | 7       |
|                   | 37  | 3,70 | 1,13           | ,19        | 3,33                             | 4,08        | 1       | 6       |
|                   | 20  | 3,65 | ,99            | ,22        | 3,19                             | 4,11        | 2       | 6       |
|                   | 138 | 3,84 | 1,29           | ,11        | 3,62                             | 4,06        | 1       | 7       |

## LAMPIRAN ANOVA

### Persepsi responden terhadap dimensi “penerimaan sosial” ditinjau dari segi perbedaan derajat pengetahuan

**Test of Homogeneity of Variances**

|                 | Levene<br>Statistic | df1 | df2 | Sig. |
|-----------------|---------------------|-----|-----|------|
| PenSos HP       | ,935                | 2   | 135 | ,395 |
| PenSos ProCurve | ,326                | 2   | 135 | ,722 |
| PenSos Toshiba  | 1,322               | 2   | 135 | ,270 |
| PenSos Asahi    | ,207                | 2   | 135 | ,813 |
| PenSos Acer     | ,954                | 2   | 135 | ,388 |
| PenSos JMicron  | ,368                | 2   | 135 | ,693 |
| PenSos Axioo    | 1,146               | 2   | 135 | ,321 |
| PenSos Advan    | ,348                | 2   | 135 | ,706 |

**ANOVA**

|                 |                | Sum of<br>Squares | df  | Mean Square | F     | Sig. |
|-----------------|----------------|-------------------|-----|-------------|-------|------|
| PenSos HP       | Between Groups | 2,375             | 2   | 1,187       | 1,840 | ,163 |
|                 | Within Groups  | 87,103            | 135 | ,645        |       |      |
|                 | Total          | 89,478            | 137 |             |       |      |
| PenSos ProCurve | Between Groups | 4,228             | 2   | 2,114       | 1,212 | ,301 |
|                 | Within Groups  | 235,547           | 135 | 1,745       |       |      |
|                 | Total          | 239,775           | 137 |             |       |      |
| PenSos Toshiba  | Between Groups | 1,117             | 2   | ,559        | ,966  | ,383 |
|                 | Within Groups  | 78,100            | 135 | ,579        |       |      |
|                 | Total          | 79,217            | 137 |             |       |      |
| PenSos Asahi    | Between Groups | ,362              | 2   | ,181        | ,124  | ,884 |
|                 | Within Groups  | 197,956           | 135 | 1,466       |       |      |
|                 | Total          | 198,319           | 137 |             |       |      |
| PenSos Acer     | Between Groups | 1,566             | 2   | ,783        | ,866  | ,423 |
|                 | Within Groups  | 122,087           | 135 | ,904        |       |      |
|                 | Total          | 123,652           | 137 |             |       |      |
| PenSos JMicron  | Between Groups | 3,426             | 2   | 1,713       | 1,468 | ,234 |
|                 | Within Groups  | 157,566           | 135 | 1,167       |       |      |
|                 | Total          | 160,993           | 137 |             |       |      |
| PenSos Axioo    | Between Groups | 5,810             | 2   | 2,905       | 1,561 | ,214 |
|                 | Within Groups  | 251,270           | 135 | 1,861       |       |      |
|                 | Total          | 257,080           | 137 |             |       |      |
| PenSos Advan    | Between Groups | ,249              | 2   | ,125        | ,070  | ,933 |
|                 | Within Groups  | 241,751           | 135 | 1,791       |       |      |
|                 | Total          | 242,000           | 137 |             |       |      |





Descriptives

|                 | N                       | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             | Minimum | Maximum |
|-----------------|-------------------------|------|----------------|------------|----------------------------------|-------------|---------|---------|
|                 |                         |      |                |            | Lower Bound                      | Upper Bound |         |         |
| PenSos HP       | 81                      | 6,15 | ,88            | 9,80E-02   | 5,95                             | 6,34        | 2       | 7       |
|                 | berpengetahuan rendah   |      |                |            |                                  |             |         |         |
|                 | berpengetahuan menengah | 6,43 | ,65            | ,11        | 6,22                             | 6,65        | 5       | 7       |
|                 | berpengetahuan tinggi   | 6,10 | ,72            | ,16        | 5,76                             | 6,44        | 4       | 7       |
|                 | 138                     | 6,22 | ,81            | 6,88E-02   | 6,08                             | 6,35        | 2       | 7       |
| PenSos ProCurve | 81                      | 4,37 | 1,34           | ,15        | 4,07                             | 4,67        | 1       | 7       |
|                 | berpengetahuan rendah   |      |                |            |                                  |             |         |         |
|                 | berpengetahuan menengah | 4,32 | 1,33           | ,22        | 3,88                             | 4,77        | 2       | 6       |
|                 | berpengetahuan tinggi   | 4,85 | 1,23           | ,27        | 4,28                             | 5,42        | 2       | 7       |
|                 | 138                     | 4,43 | 1,32           | ,11        | 4,20                             | 4,65        | 1       | 7       |
| PenSos Toshiba  | 81                      | 6,28 | ,79            | 8,83E-02   | 6,11                             | 6,46        | 4       | 7       |
|                 | berpengetahuan rendah   |      |                |            |                                  |             |         |         |
|                 | berpengetahuan menengah | 6,43 | ,69            | ,11        | 6,20                             | 6,66        | 5       | 7       |
|                 | berpengetahuan tinggi   | 6,15 | ,75            | ,17        | 5,80                             | 6,50        | 4       | 7       |
|                 | 138                     | 6,30 | ,76            | 6,47E-02   | 6,18                             | 6,43        | 4       | 7       |
| PenSos Asahi    | 81                      | 4,21 | 1,26           | ,14        | 3,93                             | 4,49        | 1       | 7       |
|                 | berpengetahuan rendah   |      |                |            |                                  |             |         |         |
|                 | berpengetahuan menengah | 4,14 | 1,16           | ,19        | 3,75                             | 4,52        | 2       | 6       |
|                 | berpengetahuan tinggi   | 4,30 | 1,08           | ,24        | 3,79                             | 4,81        | 2       | 6       |
|                 | 138                     | 4,20 | 1,20           | ,10        | 4,00                             | 4,41        | 1       | 7       |
| PenSos Acer     | 81                      | 5,84 | 1,01           | ,11        | 5,62                             | 6,06        | 3       | 7       |
|                 | berpengetahuan rendah   |      |                |            |                                  |             |         |         |
|                 | berpengetahuan menengah | 6,03 | ,90            | ,15        | 5,73                             | 6,33        | 4       | 7       |
|                 | berpengetahuan tinggi   | 5,70 | ,80            | ,18        | 5,32                             | 6,08        | 4       | 7       |
|                 | 138                     | 5,87 | ,95            | 8,09E-02   | 5,71                             | 6,03        | 3       | 7       |
| PenSos JMicron  | 81                      | 4,07 | 1,07           | ,12        | 3,84                             | 4,31        | 1       | 6       |
|                 | berpengetahuan rendah   |      |                |            |                                  |             |         |         |
|                 | berpengetahuan menengah | 3,76 | 1,12           | ,18        | 3,38                             | 4,13        | 2       | 6       |
|                 | berpengetahuan tinggi   | 4,20 | 1,06           | ,24        | 3,71                             | 4,69        | 2       | 6       |
|                 | 138                     | 4,01 | 1,08           | 9,23E-02   | 3,82                             | 4,19        | 1       | 6       |
| PenSos Axioo    | 81                      | 4,85 | 1,46           | ,16        | 4,53                             | 5,17        | 1       | 7       |
|                 | berpengetahuan rendah   |      |                |            |                                  |             |         |         |
|                 | berpengetahuan menengah | 4,73 | 1,28           | ,21        | 4,30                             | 5,16        | 2       | 7       |
|                 | berpengetahuan tinggi   | 4,25 | 1,07           | ,24        | 3,75                             | 4,75        | 2       | 6       |
|                 | 138                     | 4,73 | 1,37           | ,12        | 4,50                             | 4,96        | 1       | 7       |
| PenSos Advan    | 81                      | 3,98 | 1,41           | ,16        | 3,66                             | 4,29        | 1       | 7       |
|                 | berpengetahuan rendah   |      |                |            |                                  |             |         |         |
|                 | berpengetahuan menengah | 4,00 | 1,25           | ,21        | 3,58                             | 4,42        | 2       | 7       |
|                 | berpengetahuan tinggi   | 4,10 | 1,17           | ,26        | 3,55                             | 4,65        | 2       | 6       |
|                 | 138                     | 4,00 | 1,33           | ,11        | 3,78                             | 4,22        | 1       | 7       |

## LAMPIRAN ANOVA

**Persepsi responden terhadap dimensi “nilai uang” ditinjau dari segi perbedaan derajat pengetahuan**

**Test of Homogeneity of Variances**

|                     | Levene Statistic | df1 | df2 | Sig. |
|---------------------|------------------|-----|-----|------|
| Nilai Uang HP       | ,178             | 2   | 135 | ,837 |
| Nilai Uang ProCurve | 3,464            | 2   | 135 | ,034 |
| Nilai Uang Toshiba  | 1,954            | 2   | 135 | ,146 |
| Nilai Uang Asahi    | 4,628            | 2   | 135 | ,011 |
| Nilai Uang Acer     | ,041             | 2   | 135 | ,960 |
| Nilai Uang JMicron  | 3,273            | 2   | 135 | ,041 |
| Nilai Uang Axioo    | 1,306            | 2   | 135 | ,274 |
| Nilai Uang Advan    | 1,933            | 2   | 135 | ,149 |

**ANOVA**

|                     |                | Sum of Squares | df  | Mean Square | F     | Sig. |
|---------------------|----------------|----------------|-----|-------------|-------|------|
| Nilai Uang HP       | Between Groups | 5,365          | 2   | 2,683       | 2,950 | ,056 |
|                     | Within Groups  | 122,758        | 135 | ,909        |       |      |
|                     | Total          | 128,123        | 137 |             |       |      |
| Nilai Uang ProCurve | Between Groups | 1,959          | 2   | ,980        | ,629  | ,535 |
|                     | Within Groups  | 210,280        | 135 | 1,558       |       |      |
|                     | Total          | 212,239        | 137 |             |       |      |
| Nilai Uang Toshiba  | Between Groups | 2,298          | 2   | 1,149       | 1,553 | ,215 |
|                     | Within Groups  | 99,847         | 135 | ,740        |       |      |
|                     | Total          | 102,145        | 137 |             |       |      |
| Nilai Uang Asahi    | Between Groups | ,442           | 2   | ,221        | ,136  | ,873 |
|                     | Within Groups  | 219,710        | 135 | 1,627       |       |      |
|                     | Total          | 220,152        | 137 |             |       |      |
| Nilai Uang Acer     | Between Groups | 3,204          | 2   | 1,602       | 1,792 | ,171 |
|                     | Within Groups  | 120,680        | 135 | ,894        |       |      |
|                     | Total          | 123,884        | 137 |             |       |      |
| Nilai Uang JMicron  | Between Groups | 1,651          | 2   | ,825        | ,638  | ,530 |
|                     | Within Groups  | 174,668        | 135 | 1,294       |       |      |
|                     | Total          | 176,319        | 137 |             |       |      |
| Nilai Uang Axioo    | Between Groups | 8,468          | 2   | 4,234       | 2,696 | ,071 |
|                     | Within Groups  | 212,025        | 135 | 1,571       |       |      |
|                     | Total          | 220,493        | 137 |             |       |      |
| Nilai Uang Advan    | Between Groups | 1,310          | 2   | ,655        | ,329  | ,720 |
|                     | Within Groups  | 268,465        | 135 | 1,989       |       |      |
|                     | Total          | 269,775        | 137 |             |       |      |

Descriptives

|                     | N                       | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             | Minimum | Maximum |
|---------------------|-------------------------|------|----------------|------------|----------------------------------|-------------|---------|---------|
|                     |                         |      |                |            | Lower Bound                      | Upper Bound |         |         |
| Nilai Uang HP       | 81                      | 5,96 | 1,04           | ,12        | 5,73                             | 6,19        | 2       | 7       |
|                     | berpengetahuan rendah   |      |                |            |                                  |             |         |         |
|                     | 37                      | 6,41 | ,69            | ,11        | 6,18                             | 6,63        | 4       | 7       |
|                     | berpengetahuan menengah |      |                |            |                                  |             |         |         |
|                     | 20                      | 5,95 | 1,00           | ,22        | 5,48                             | 6,42        | 3       | 7       |
|                     | berpengetahuan tinggi   |      |                |            |                                  |             |         |         |
|                     | 138                     | 6,08 | ,97            | 8,23E-02   | 5,92                             | 6,24        | 2       | 7       |
|                     | Total                   |      |                |            |                                  |             |         |         |
| Nilai Uang ProCurve | 81                      | 4,44 | 1,35           | ,15        | 4,15                             | 4,74        | 1       | 7       |
|                     | berpengetahuan rendah   |      |                |            |                                  |             |         |         |
|                     | 37                      | 4,70 | 1,18           | ,19        | 4,31                             | 5,09        | 3       | 6       |
|                     | berpengetahuan menengah |      |                |            |                                  |             |         |         |
|                     | 20                      | 4,65 | ,88            | ,20        | 4,24                             | 5,06        | 3       | 6       |
|                     | berpengetahuan tinggi   |      |                |            |                                  |             |         |         |
|                     | 138                     | 4,54 | 1,24           | ,11        | 4,33                             | 4,75        | 1       | 7       |
|                     | Total                   |      |                |            |                                  |             |         |         |
| Nilai Uang Toshiba  | 81                      | 6,11 | ,92            | ,10        | 5,91                             | 6,31        | 3       | 7       |
|                     | berpengetahuan rendah   |      |                |            |                                  |             |         |         |
|                     | 37                      | 6,27 | ,61            | 9,99E-02   | 6,07                             | 6,47        | 5       | 7       |
|                     | berpengetahuan menengah |      |                |            |                                  |             |         |         |
|                     | 20                      | 5,85 | ,99            | ,22        | 5,39                             | 6,31        | 3       | 7       |
|                     | berpengetahuan tinggi   |      |                |            |                                  |             |         |         |
|                     | 138                     | 6,12 | ,86            | 7,35E-02   | 5,97                             | 6,26        | 3       | 7       |
|                     | Total                   |      |                |            |                                  |             |         |         |
| Nilai Uang Asahi    | 81                      | 4,35 | 1,40           | ,16        | 4,04                             | 4,65        | 1       | 7       |
|                     | berpengetahuan rendah   |      |                |            |                                  |             |         |         |
|                     | 37                      | 4,46 | 1,17           | ,19        | 4,07                             | 4,85        | 2       | 7       |
|                     | berpengetahuan menengah |      |                |            |                                  |             |         |         |
|                     | 20                      | 4,30 | ,86            | ,19        | 3,90                             | 4,70        | 3       | 6       |
|                     | berpengetahuan tinggi   |      |                |            |                                  |             |         |         |
|                     | 138                     | 4,37 | 1,27           | ,11        | 4,16                             | 4,58        | 1       | 7       |
|                     | Total                   |      |                |            |                                  |             |         |         |
| Nilai Uang Acer     | 81                      | 5,59 | ,92            | ,10        | 5,39                             | 5,80        | 3       | 7       |
|                     | berpengetahuan rendah   |      |                |            |                                  |             |         |         |
|                     | 37                      | 5,86 | 1,03           | ,17        | 5,52                             | 6,21        | 3       | 7       |
|                     | berpengetahuan menengah |      |                |            |                                  |             |         |         |
|                     | 20                      | 5,40 | ,88            | ,20        | 4,99                             | 5,81        | 4       | 7       |
|                     | berpengetahuan tinggi   |      |                |            |                                  |             |         |         |
|                     | 138                     | 5,64 | ,95            | 8,09E-02   | 5,48                             | 5,80        | 3       | 7       |
|                     | Total                   |      |                |            |                                  |             |         |         |
| Nilai Uang JMicron  | 81                      | 4,12 | 1,26           | ,14        | 3,85                             | 4,40        | 1       | 6       |
|                     | berpengetahuan rendah   |      |                |            |                                  |             |         |         |
|                     | 37                      | 4,38 | 1,04           | ,17        | 4,03                             | 4,72        | 3       | 6       |
|                     | berpengetahuan menengah |      |                |            |                                  |             |         |         |
|                     | 20                      | 4,20 | ,70            | ,16        | 3,87                             | 4,53        | 3       | 5       |
|                     | berpengetahuan tinggi   |      |                |            |                                  |             |         |         |
|                     | 138                     | 4,20 | 1,13           | 9,66E-02   | 4,01                             | 4,39        | 1       | 6       |
|                     | Total                   |      |                |            |                                  |             |         |         |
| Nilai Uang Axioo    | 81                      | 4,98 | 1,33           | ,15        | 4,68                             | 5,27        | 1       | 7       |
|                     | berpengetahuan rendah   |      |                |            |                                  |             |         |         |
|                     | 37                      | 4,86 | 1,23           | ,20        | 4,46                             | 5,27        | 2       | 7       |
|                     | berpengetahuan menengah |      |                |            |                                  |             |         |         |
|                     | 20                      | 4,25 | ,91            | ,20        | 3,82                             | 4,68        | 2       | 6       |
|                     | berpengetahuan tinggi   |      |                |            |                                  |             |         |         |
|                     | 138                     | 4,84 | 1,27           | ,11        | 4,63                             | 5,05        | 1       | 7       |
|                     | Total                   |      |                |            |                                  |             |         |         |
| Nilai Uang Advan    | 81                      | 4,09 | 1,53           | ,17        | 3,75                             | 4,43        | 1       | 7       |
|                     | berpengetahuan rendah   |      |                |            |                                  |             |         |         |
|                     | 37                      | 4,22 | 1,32           | ,22        | 3,78                             | 4,65        | 1       | 7       |
|                     | berpengetahuan menengah |      |                |            |                                  |             |         |         |
|                     | 20                      | 3,90 | ,97            | ,22        | 3,45                             | 4,35        | 2       | 5       |
|                     | berpengetahuan tinggi   |      |                |            |                                  |             |         |         |
|                     | 138                     | 4,09 | 1,40           | ,12        | 3,86                             | 4,33        | 1       | 7       |
|                     | Total                   |      |                |            |                                  |             |         |         |